

Senior Project FRESH

Market Fresh Food

Market Master Responsibilities

Market Masters are authorized pursuant to an agreement with the Michigan Department of Health and Human Services Aging and Adult Services Agency. (AASA)

1. Educate all participating farmers and their employees on the program.
 - a. What foods are eligible
 - b. How to accept coupons
 - c. How to submit coupons for reimbursement
2. Complete scheduled training as required. (First year: Conference call, Second year and thereafter: read the most recent Market Master Guidebook).
3. Disseminate program materials to participating farmers.
4. Assure that each participating farmer grows some of the produce s/he sells. Michigan defines a 'grower' as an individual or group that has a plot of land or garden that is wholly or partially dedicated for growing produce.
5. Assure that each participating farmer has locally grown unprocessed eligible products available for Senior Project FRESH/Market FRESH participants. Michigan considers produce to be locally grown if it is grown within the borders of the State of Michigan or in those counties of the states of Ohio, Indiana, and Wisconsin which directly border the State of Michigan. Each Market Master and farmer must be able to prove, upon request, that all produce s/he provides in exchange for Senior Project FRESH/Market FRESH coupons is eligible and locally grown.

6. Permit coupons to be redeemed only for locally grown unprocessed eligible products, as defined by AASA according to federal guidelines. See list of eligible items.
7. Assure that each farmer accepts Senior Project FRESH/Market FRESH coupons within the date of their validity and submits the coupons to the Market Master for payment by November 17th, 2017.
8. Maintain a list of farmers and their addresses and assign each farmer a unique identifying number and forward the list to AASA.
9. Collect and submit coupons accepted by those you represent. (Farmers at the market).
10. Agree to be monitored for compliance with program requirements. A 'secret shopper' may visit your farm, market, or roadside stand and purchase items with coupons. They will be observing compliance to program standards. If you are in violation of any standards, you will receive a letter detailing the violation. A second visit may be scheduled.
11. Be accountable for actions of employees in the provision of locally grown, unprocessed eligible products to program participants.
12. Report any violations of the Senior Project FRESH/Market FRESH program rules and regulations to AASA.
13. Assure that each farmer offers program participants the same courtesies as other market customers.
14. Assure that each farmer clearly posts the prices of all authorized products.
15. Assure that each farmer displays the prices of all eligible items.
16. Comply with the non-discrimination provisions of the USDA regulations.
17. Notify AASA when/if the market ceases operation.
18. Reimburse each farmer for properly redeemed coupons.